

Asia-Pacific Air Freshener Market (2016 - 2022)

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Abstracts

Maintaining a clean environment is important, whether it is home, care, office, or any other place. Air fresheners have become one of the necessities in such places. Air fresheners provide various benefits such as it eliminates bad smell from the environment and in turn provides pleasant odour. The product comes in different specifications and types, so that consumers can select according to their requirement.

Small number of countries in Asian regions has contributed in the rising demand for air freshener products. Air care has become one of the most popular products in emerging countries due to its affordability and accessibility.

Rapid urbanization and growing population have somewhere resulted in the expansion of solid waste generation. Garbage, waste, dust and ashes may cause land or air pollution until disposed. Plastic waste is also increasing rapidly. As per the study, "plastics form the greater part of the landfills and constitute about 80% of all the municipal waste, especially in urban areas". Owing to this, the product has gained popularity among the population. Hence, in coming years the demand of air freshener is expected to increase, owing to the rise in waste generation.

The factors driving the growth of air freshener market is the growing importance for indoor air quality and rise in the adoption of natural fragrance products. Additionally, rising awareness about remedies to stop waste generation and increase in car sales has also fueled the growth of air freshener market. However, side effects related to chemical based products is restraining the growth of air freshener market.

The Air Freshener Market has been segmented on the basis of Application, product type, Consumer Type and country. Based on Application, the market has been segmented into corporate offices, Residential, cars and others (Hospitals, railways, hotels, malls, theaters, Gov. Buildings & institutions, and public washrooms). Based on

Product Type, the market is segmented into Candle Air Freshener, Sprays/Aerosols, Electric Air Freshener, Car Air Freshener, Gel Air Freshener, and Other Freshener (Liquid, solid, pot pourri, papers, vents, clips and crystal beads). Based on Country, the market is segmented into China, Japan, India, South Korea, Singapore, Australia, and Rest of Asia-Pacific.

The key players operating in air freshener market are Procter & Gamble Co., Reckitt Benckiser Group plc, Henkel AG & Company, KGaA, Church & Dwight Co., Inc., Car Freshner Corporation, S.C. Johnson & Son, Inc., Kobayashi Pharmaceutical Co. Ltd., and Farcent Enterprise Co. Ltd. Market leaders have come up with new strategies. Recently, S.C. Johnson & Son Inc. acquired with Home Brands A.S. from Unilever CR.

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